**American Government**

**Ch. 8 - Assignment**

**April 27, 2015**

**Define the following:**

1. **public affairs**
2. **public opinion**
3. **mass media**
4. **peer group**
5. **opinion leaders**
6. **interest groups**
7. **medium**
8. **public agenda**

**Read the following article on the Nixon-Kennedy debate and watch the short video. <http://www.history.com/topics/us-presidents/kennedy-nixon-debates>**

**In a 1 pg. paper, answer the following questions:**

**Why was this debate seen as a game changer in campaigning for the presidency?**

**What was the result of the debate in terms of public opinion?**

**Did public opinion differ from how political watchers saw the outcome of the debate?**

**What reasons did the article give for the differences between substance and perception / and the outcome of the debate?**